

**Last Year
Our Heating Bill
Went Down. Thanks to
the Mizer System.**



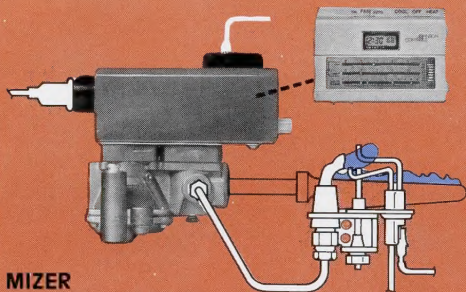
**You've heard
enough bad news
about rising
heating bills.
Are you ready
for a little
good news?**



**The MIZER™ System
can help bring
those bills
right back down
again.**

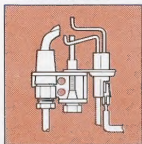
It's frustrating isn't it? You've insulated your attic, weatherstripped your doors, and put up storm windows . . . but big heating bills keep coming.

Well, it could be you've overlooked perhaps the biggest source of heat loss. Your heating system!



MIZER IGNITION CONTROL

This...



Pilot ignites only
when there is a
call for heat.

not this...



Pilot constantly
burning.

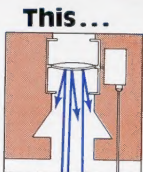
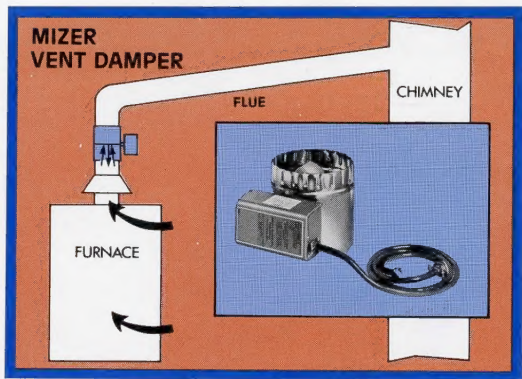
The standard gas heating system wastes heat two ways.

One, it lets your pilot light burn 24 hours a day, wasting much more energy than you might expect. (An average of 6 million BTUs/year, which is equivalent to approximately 1.2 barrels of oil.)

And two, it allows too much of the heat you've paid for to escape up that "hole in your house" known as the flue (see illust.).

The Mizer System saves energy very simply. By replacing the gas-wasting pilot light with an automatic ignition control, and by automatically closing the flue whenever the furnace or boiler is off.

*For information on the Federal Tax Credit and on how to Internal Revenue Service.



Heated air blocked from escaping up the chimney when furnace is OFF.



Heated air escaping up the chimney when furnace is OFF.

The Mizer System definitely saves money. We have reports that show realistic fuel savings of as much as 22%. But, of course, nobody can say exactly how much you will save. So much depends on your furnace, your house and where you live.

We can promise you this, however: no other similar system will save you more than The Mizer.

It not only cuts those gas bills down, it also lets your furnace or boiler live longer because it requires far fewer cycles per season. Plus, The Mizer qualifies for a 15% Federal tax credit under the Energy Act of 1978*.

compute it, obtain a copy of form 5695 from your local

Three more important energy savers

The Mizer System — Oil

Controls the "hole in your house" for oil fired furnaces and boilers.



The 3" Thermal Damper

Saves energy for your water heater in a similar way that the Mizer vent damper does for your furnace.



The Micro Electronic Thermostat

Keeps you comfortable while you're home...and saves energy when you're not.
Automatically.

Don't go through another winter without The Mizer. Call us today. We'll help you close that "hole in your house."



The Mizer System pays for itself very quickly. You might expect a system that is comparable to insulation and storm windows in fuel efficiency to be comparable in cost, too.

But the Mizer costs considerably less than either, and you can count on getting your money back in fuel savings in less time.

And The Mizer System does it all very safely. No other energy control system has met with such widespread official acceptance. The Mizer has been design certified by the American Gas Association; accepted by the International Conference of Building Officials, and the Building Officials and Code Administrators, International; and recognized under the component program of Underwriters Laboratories. So you'll sleep securely as well as comfortably.

Another energy saver from

JOHNSON
CONTROLS
Control Products
Division

About Johnson Controls...

The Mizer System is made by Johnson Controls, a company with nearly a century of technological leadership in the area of environmental controls. Johnson Controls is a leading supplier of energy efficient Mizer products to many well known gas furnace and boiler manufacturers.

National Standards require that this type of product be installed by a fully trained and certified installer.